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## Kevin Contardo Named Spectra Director of Partnerships for Kentucky Venues

*New director looks to maximize corporate sponsorship opportunities across the commonwealth*

**LOUISVILLE, Ky. (Oct. 5, 2021)** — Kentucky Venues and Spectra Partnerships - a major division of Spectra, one of the industry's top private management and hospitality companies, has appointed **Kevin Contardo** as Director of Partnerships. Contardo brings to Spectra more than 20 years of experience in the live events industry, including tour and arena management.

In his role, Contardo will integrate with the Kentucky Venues team to support its goals and to develop partnerships that generate revenue and increase events at the Kentucky Exposition Center and the Kentucky International Convention Center.

"Kevin's industry experience and familiarity with the region make him an ideal partner in helping improve events and generate revenue at both of our facilities," **David S. Beck, president and CEO of Kentucky Venues**, said. "He understands the proud history of our signature events, and we look forward to working alongside him to continue to elevate our brand across the commonwealth."

Spectra was selected as KY Venues' sales consulting agency in August. In addition to the two major venues, Contardo will also focus on the six annual events that are owned and produced by Kentucky Venues: the Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition and North American Championship Rodeo.

“I am excited to join Spectra and to begin working with Mr. Beck and his first-class team,” Contardo said. “I have worked the majority of my career throughout this region and have developed a strong connection to it. Kentucky Venues’ six legacy events provide a terrific foundation for us to build on to maximize corporate sponsorship opportunities and to bring more events to our facilities.”

Contardo joined Spectra from KDC Consulting Group, where he assisted clients with live event sponsorships, marketing, venue booking and operations, and event management. Previously, he served as general manager/ director of development for the Professional Rough Stock Series. Also, he served in leadership roles at regional venues including BB&T Arena (formerly The Bank of Kentucky Center) at Northern Kentucky University, U.S. Bank Arena in Cincinnati, and Hara Arena, Conference & Exhibition Center in Dayton, Ohio.

Contardo earned his bachelor’s degree from Miami (Ohio) University. When not working, he enjoys spending time with his family and is an avid eventgoer and motorsports enthusiast

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### **About Spectra**

Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra’s unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at [SpectraExperiences.com](https://SpectraExperiences.com). Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

### **About Kentucky Venues**

Under the Kentucky Venues brand, two major convention and exhibition facilities – the Kentucky Exposition Center and the Kentucky International Convention Center – serve regional, national and international clients. Governed by the Kentucky State Fair Board, Kentucky Venues also produces signature events: the Kentucky State Fair, World’s Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition and North American Championship Rodeo. For more information about the Kentucky International Convention Center, visit [kyconvention.com](http://kyconvention.com). For more information about the Kentucky Exposition Center, visit [kyexpo.org](http://kyexpo.org).